

**Subject:** RE: April 10 Consoritum Meeting - Follow Up Invitation to April 16 CCA Committee Meeting featuring Lucy Jones

**From:** Suzanne Holley <SHolley@downtownla.com>

**Date:** 04/10/2014 01:42 PM

**To:** Jessica Lall <jessica@southpark.la>, "aaron@urbanplaceconsulting.com" <aaron@urbanplaceconsulting.com>, Amanda Irvine <amanda@southpark.la>, "amyl@dlba.org" <amyl@dlba.org>, "Andrew@westwoodvillagedistrict.com" <Andrew@westwoodvillagedistrict.com>, "Angela.Motta@lacity.org" <Angela.Motta@lacity.org>, "anneosman2@gmail.com" <anneosman2@gmail.com>, "ari@hdlabid.com" <ari@hdlabid.com>, "ariana@fashiondistrict.org" <ariana@fashiondistrict.org>, "arudisky@aol.com" <arudisky@aol.com>, "blair@hdlabid.com" <blair@hdlabid.com>, "bshock8402@aol.com" <bshock8402@aol.com>, "cesar@agora2000.net" <cesar@agora2000.net>, "danielmhurtado@gmail.com" <danielmhurtado@gmail.com>, "devin@hollywoodbid.org" <devin@hollywoodbid.org>, "duckworth.donald@gmail.com" <duckworth.donald@gmail.com>, "elopez@kindelgagan.com" <elopez@kindelgagan.com>, "emengelke@aol.com" <emengelke@aol.com>, "eugene.vancise@lacity.org" <eugene.vancise@lacity.org>, "exec@chatsworthchamber.com" <exec@chatsworthchamber.com>, "executivedirector@downtownculvercity.com" <executivedirector@downtownculvercity.com>, "fwada2k2@yahoo.com" <fwada2k2@yahoo.com>, "gary@wilshirecenter.com" <gary@wilshirecenter.com>, "geoyu28@aol.com" <geoyu28@aol.com>, "granadabid@gmail.com" <granadabid@gmail.com>, "heather@h-rpr.com" <heather@h-rpr.com>, "imiudase.aimiuwu@ladwp.com" <imiudase.aimiuwu@ladwp.com>, "lmudiase.Aimiuwu@ladwp.com" <lmudiase.Aimiuwu@ladwp.com>, "info@losofeliz.biz" <info@losofeliz.biz>, "info@wilmington-chamber.com" <info@wilmington-chamber.com>, "Jackie.keene@lacity.org" <Jackie.keene@lacity.org>, "jeff@hollywoodhotel.net" <jeff@hollywoodhotel.net>, "jim@mediadistrict.org" <jim@mediadistrict.org>, "jkumamoto@aol.com" <jkumamoto@aol.com>, "joe@hollywoodbid.org" <joe@hollywoodbid.org>, Jessica Whaley <JWhaley@downtownla.com>, "kadedo@earthlink.net" <kadedo@earthlink.net>, "Kathleen@downtownsm.com" <Kathleen@downtownsm.com>, "katie@urbanplaceconsulting.com" <katie@urbanplaceconsulting.com>, "kent@fashiondistrict.org" <kent@fashiondistrict.org>, "kerry@hollywoodbid.org" <kerry@hollywoodbid.org>, Ken Nakano <knakano@downtownla.com>, "KraigK@dlba.org" <KraigK@dlba.org>, "laurens@lsconsult.com" <laurens@lsconsult.com>, "lhughes@gatewaytola.org" <lhughes@gatewaytola.org>, Lauren Reilly Mitchell <LMitchell@downtownla.com>, "lmoore@sanpedrobid.com" <lmoore@sanpedrobid.com>, "lmyers@fashiondistrict.org" <lmyers@fashiondistrict.org>, "lorena@studiocitybid.com" <lorena@studiocitybid.com>, "malila@silverkingusa.com" <malila@silverkingusa.com>, "micah@websperations.com" <micah@websperations.com>, "mike@wilshirecenter.com" <mike@wilshirecenter.com>, "miranda.paster@lacity.org" <miranda.paster@lacity.org>, "mistyli@aol.com" <mistyli@aol.com>, "mistyli@aol.com" <mistyli@aol.com>,

"monica.rodriguez@lacity.org" <monica.rodriguez@lacity.org>, "monica@lani.org" <monica@lani.org>, "mpaterson@canogaparkcal.com" <mpaterson@canogaparkcal.com>, "mrcesarddiaz@gmail.com" <mrcesarddiaz@gmail.com>, "newcityamerica@aol.com" <newcityamerica@aol.com>, "nicole@hollywoodchamber.net" <nicole@hollywoodchamber.net>, "norma@lani.org" <norma@lani.org>, "paul.racs@lacity.org" <paul.racs@lacity.org>, "rbeard@centralcityeast.org" <rbeard@centralcityeast.org>, "rebecca@h-rpr.com" <rebecca@h-rpr.com>, "rehabitat@verizon.net" <rehabitat@verizon.net>, "rena@pumaworldhq.com" <rena@pumaworldhq.com>, "rick.scott@lacity.org" <rick.scott@lacity.org>, "ron.lorenzen@lacity.org" <ron.lorenzen@lacity.org>, "rosemary.hinkson@lacity.org" <rosemary.hinkson@lacity.org>, "s.spolen@gmail.com" <s.spolen@gmail.com>, "salyna.cun@lacity.org" <salyna.cun@lacity.org>, "sarah@hollywoodbid.org" <sarah@hollywoodbid.org>, "sbilger@centurycitybid.com" <sbilger@centurycitybid.com>, "scia@mptp.com" <scia@mptp.com>, "srobbins@sanpedrobid.com" <srobbins@sanpedrobid.com>, "steve@urbanplaceconsulting.com" <steve@urbanplaceconsulting.com>, "Stoffr@changelives.org" <Stoffr@changelives.org>, "susan@labids.org" <susan@labids.org>, "tara@devine-strategies.com" <tara@devine-strategies.com>, "timbyk@yahoo.com" <timbyk@yahoo.com>, "tom@metropolitanholding.com" <tom@metropolitanholding.com>  
**CC:** Lena Mulhall <lmulhall@ccala.org>

Thank you all again for attending the Consortium meeting today. As discussed, the Central City Association is holding a committee meeting which will feature Lucy Jones, from the US Geological Survey and, as of January, the Mayor's Seismic Risk Advisor. Normally the CCA committee meetings are for members only but because the Mayor's office has received many requests to hear from Dr. Jones, they have asked to partner with us on this event so that they can open it up to a broader audience. The benefit is that we can open it up to a broader audience as well. Below is the invitation with the details of the Committee meeting to be held on April 16 at 8:00 a.m. If you would like to attend and are not a CCA member, please RSVP to Lena Mulhall ([lmulhall@ccala.org](mailto:lmulhall@ccala.org)) rather than follow the link on the invitation which is for members only.

Thank you.



**Suzanne Holley**

Chief Operating Officer

**Downtown Center Business Improvement District**

626 Wilshire Blvd., Ste. 200, Los Angeles, CA 90017

call (213) 416-7538

fax (213) 624-0858

email [sholley@downtownla.com](mailto:sholley@downtownla.com)

go to [www.DowntownLA.com](http://www.DowntownLA.com)





# CCA MEETING NOTICE

**Joint Housing,  
Land Use &  
Development  
and  
Transportation,  
Infrastructure  
& Energy**

**Wednesday  
April 16,  
2014  
8:00am -  
9:30am**

**\*HOSTED AT  
SHEPPARD  
MULLIN**

## **Earthquake Policy**

Over the last  
several months,  
much has been  
debated  
regarding the  
City's role in  
setting policy  
related to  
construction near  
known  
earthquake faults  
and appropriately  
addressing the  
need for building

### **\*Sheppard Mullin**

333 S. Hope Street  
47th Floor  
Los Angeles, CA 90071

### **Compliments of Brookfield Properties**

Parking available on site  
\$5 for 2 hours, with validation  
Entrance is at Hope St. & 3rd St.

### **Sheppard Mullin's Visitor**

#### **Parking**

-Parking Main Entrance is at  
Hope St. and 3<sup>rd</sup> St.  
-Visitor parking is located on

#### **Level B**

-Disabled visitor parking is  
available on Levels B, F, G & H

retrofits. In light -You have the option to use the  
of this, a number escalators or the parking  
of City officials elevators to Plaza Level.  
have undertaken -When you enter the parking  
policy changes. Plaza.  
The Department -On Plaza please check in at the  
of Building and Security desk  
Safety revised (please have your "ID" or "DL"  
their policies and ready)  
procedures -Security will give you access to  
regarding the 43<sup>rd</sup> floor (main floor)  
projects located -Check in with reception on 43<sup>rd</sup>  
near fault lines; floor

Councilmember **Automated Pay Stations**  
Bernard Parks There are two stations: **Plaza**  
introduced new **Level and A-Level**  
legislation **Plaza Level** (next the parking  
regarding elevators)  
landlords' ability **A-Level**-near the parking office  
to pass the cost The stations accept cash, major  
of retrofitting on credit/debit cards and validation  
to tenants; and tickets.  
Mayor Garcetti You can also pay at the exit with  
appointed a parking validation or a credit  
card only.

Seismologist

Lucy Jones to  
formulate policy  
recommendations  
for the City of Los  
Angeles.

**Continental breakfast  
will be served.**

The Office of  
Mayor Garcetti  
and the Central  
City Association  
welcome you to a  
meeting to hear  
directly from City  
staff and  
policymakers  
about how  
earthquake policy

will affect you.

**Space is limited.**

*Special Guests:*

*Dana Prevost &*

*Ken Gill,*

*Department of*

*Building and*

*Safety; Noel*

*Pallais, Office of*

*Councilmember*

*Bernard Parks;*

*Lucy Jones, US*

*Geological*

*Survey*

*(Open to Executive*

*and Business*

*Advocacy Level*

*Members Only)*

---

**Welcome to  
CCA's new  
member portal  
and  
online registration  
system!**

**Questions?**

Please do not hesitate to  
contact Lena Mulhall at  
[lmulhall@ccala.org](mailto:lmulhall@ccala.org) or  
213.416.7514

**Instructions:**

RSVP



1. Click the RSVP button
2. Your **login** will be your **email address**
3. Your Password is: **Password1**
4. The first time you log into the system, you will

be prompted to  
change your  
password for  
security  
purposes.

5. Please  
remember this  
password as  
you will need it  
to register for  
future CCA  
events.

This innovative  
web-based application  
will enhance your  
overall membership  
experience. The  
member portal will  
allow you to pay dues,  
print receipts, update  
contact information,  
view committee  
materials and register  
for CCA events.

*Please RSVP by  
April 15, 2014*

Central City Association of Los Angeles

"Our Advocacy Strengthens Your Bottom Line"

[Like on Facebook](#) | [Follow on Twitter](#) | [View this email in your browser](#)

---

This email was sent to [sholley@downtownla.com](mailto:sholley@downtownla.com)

[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)

Central City Association · 626 Wilshire Boulevard · Suite 200 · Los Angeles, CA 90017 · USA

---

**From:** Jessica Lall [mailto:jessica@southpark.la]

**Sent:** Tuesday, April 01, 2014 11:35 AM

**To:** aaron@urbanplaceconsulting.com; Amanda Irvine; amyl@dlba.org; Andrew@westwoodvillagedistrict.com; Angela.Motta@lacity.org; anneosman2@gmail.com; ari@hdlabid.com; ariana@fashiondistrict.org; arudisky@aol.com; blair@hdlabid.com; bshock8402@aol.com; cesar@agora2000.net; Carol Schatz (DCBID); danielmhurtado@gmail.com; devin@hollywoodbid.org; duckworth.donald@gmail.com; elopez@kindelgagan.com; emengelke@aol.com; eugene.vancise@lacity.org; exec@chatsworthchamber.com; executivedirector@downtownculvercity.com; fwada2k2@yahoo.com; gary@wilshirecenter.com; geoyu28@aol.com; granadabid@gmail.com; heather@h-rpr.com; imiudase.aimiuwu@ladwp.com; Imudiase.Aimiuwu@ladwp.com; info@losfeliz.biz; info@wilmington-chamber.com; Jackie.keene@lacity.org; jeff@hollywoodhotel.net; jim@mediadistrict.org; jkumamoto@aol.com; joe@hollywoodbid.org; Jessica Whaley; kadedo@earthlink.net; Kathleen@downtownsm.com; katie@urbanplaceconsulting.com; kent@fashiondistrict.org; kerry@hollywoodbid.org; Ken Nakano; KraigK@dlba.org; laurens@lsconsult.com; lhughes@gatewaytola.org; Lauren Reilly Mitchell; lmoore@sanpedrobid.com; lmyers@fashiondistrict.org; lorena@studiocitybid.com; malila@silverkingusa.com; micah@websperations.com; mike@wilshirecenter.com; miranda.paster@lacity.org; mistyli@aol.com; mistyli@aol.com; monica.rodriguez@lacity.org; monica@lani.org; mpaterson@canogaparkcal.com; mrcesarddiaz@gmail.com; newcityamerica@aol.com; nicole@hollywoodchamber.net; norma@lani.org; paul.racs@lacity.org; rbeard@centralcityeast.org; rebecca@h-rpr.com; rehabilitat@verizon.net; rena@pumaworldhq.com; rick.scott@lacity.org; ron.lorenzen@lacity.org; rosemary.hinkson@lacity.org; s.spolen@gmail.com; salyna.cun@lacity.org; sarah@hollywoodbid.org; sbilger@centurycitybid.com; scia@mptp.com; Suzanne Holley; srobbins@sanpedrobid.com; steve@urbanplaceconsulting.com; Stoffr@changelives.org; susan@labids.org; tara@devine-strategies.com; timbyk@yahoo.com; tom@metropolitanholding.com

**Subject:** RE: April 10 Consortium Meeting

Hi Everyone -

Reminder that our next meeting is focused on information sharing. I'm thinking we can do a 10min "charrette" on each one, and then move on to the next topic. Here are the topics I have received from folks that want to learn more about/seek input on. I have put in parentheses people I think who can discuss the topic. If you would like to add a topic, or speak on a topic - please RSVP to just me. If you are speaking and want to have a slide, pls send no more than 3 slides to Amanda by Monday COB. Thanks!

- Trash Mgmt
- Mobile app/marketing (Amanda)
- Big belly trash cans (Rebecca)
- Parklet (Blair)
- Holiday lighting

Also reminder to RSVP if you are coming!

Jessica Lall  
South Park BID  
o. 213 663 1112  
c. 213 820 0837

24/7: 866 560 9346

---

**From:** Jessica Lall

**Sent:** Thursday, March 20, 2014 9:58 AM

**To:** [aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com); Amanda Irvine; [amyl@dlba.org](mailto:amyl@dlba.org);  
[Andrew@westwoodvillagedistrict.com](mailto:Andrew@westwoodvillagedistrict.com); [Angela.Motta@lacity.org](mailto:Angela.Motta@lacity.org); [anneosman2@gmail.com](mailto:anneosman2@gmail.com);  
[ari@hdlabid.com](mailto:ari@hdlabid.com); [ariana@fashiondistrict.org](mailto:ariana@fashiondistrict.org); [arudisky@aol.com](mailto:arudisky@aol.com); [blair@hdlabid.com](mailto:blair@hdlabid.com);  
[bshock8402@aol.com](mailto:bshock8402@aol.com); [cesar@agora2000.net](mailto:cesar@agora2000.net); [cschatz@downtownla.com](mailto:cschatz@downtownla.com);  
[danielmhurtado@gmail.com](mailto:danielmhurtado@gmail.com); [devin@hollywoodbid.org](mailto:devin@hollywoodbid.org); [duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com);  
[elopez@kindelgagan.com](mailto:elopez@kindelgagan.com); [emengelke@aol.com](mailto:emengelke@aol.com); [eugene.vancise@lacity.org](mailto:eugene.vancise@lacity.org);  
[exec@chatsworthchamber.com](mailto:exec@chatsworthchamber.com); [executivedirector@downtownculvercity.com](mailto:executivedirector@downtownculvercity.com); [fwada2k2@yahoo.com](mailto:fwada2k2@yahoo.com);  
[gary@wilshirecenter.com](mailto:gary@wilshirecenter.com); [geoyu28@aol.com](mailto:geoyu28@aol.com); [granadabid@gmail.com](mailto:granadabid@gmail.com); [heather@h-rpr.com](mailto:heather@h-rpr.com);  
[imiudase.aimiuwu@ladwp.com](mailto:imiudase.aimiuwu@ladwp.com); [lmudiase.Aimiuwu@ladwp.com](mailto:lmudiase.Aimiuwu@ladwp.com); [info@lofeliz.biz](mailto:info@lofeliz.biz); [info@wilmington-chamber.com](mailto:info@wilmington-chamber.com);  
[Jackie.keene@lacity.org](mailto:Jackie.keene@lacity.org); [jeff@hollywoodhotel.net](mailto:jeff@hollywoodhotel.net); [jim@mediadistrict.org](mailto:jim@mediadistrict.org);  
[jkumamoto@aol.com](mailto:jkumamoto@aol.com); [joe@hollywoodbid.org](mailto:joe@hollywoodbid.org); [jwhaley@downtownla.com](mailto:jwhaley@downtownla.com); [kadedo@earthlink.net](mailto:kadedo@earthlink.net);  
[Kathleen@downtownsm.com](mailto:Kathleen@downtownsm.com); [katie@urbanplaceconsulting.com](mailto:katie@urbanplaceconsulting.com); [kent@fashiondistrict.org](mailto:kent@fashiondistrict.org);  
[kerry@hollywoodbid.org](mailto:kerry@hollywoodbid.org); [knakano@downtownla.com](mailto:knakano@downtownla.com); [KraigK@dlba.org](mailto:KraigK@dlba.org); [laurens@lsconsult.com](mailto:laurens@lsconsult.com);  
[lhughes@gatewaytola.org](mailto:lhughes@gatewaytola.org); [lmitchell@downtownla.com](mailto:lmitchell@downtownla.com); [lmoore@sanpedrobid.com](mailto:lmoore@sanpedrobid.com);  
[lmyers@fashiondistrict.org](mailto:lmyers@fashiondistrict.org); [lorena@studiocitybid.com](mailto:lorena@studiocitybid.com); [malila@silverkingusa.com](mailto:malila@silverkingusa.com);  
[micah@websperations.com](mailto:micah@websperations.com); [mike@wilshirecenter.com](mailto:mike@wilshirecenter.com); [miranda.paster@lacity.org](mailto:miranda.paster@lacity.org); [mistyli@aol.com](mailto:mistyli@aol.com);  
[mistyli@aol.com](mailto:mistyli@aol.com); [monica.rodriguez@lacity.org](mailto:monica.rodriguez@lacity.org); [monica@lani.org](mailto:monica@lani.org); [mpaterson@canogaparkcal.com](mailto:mpaterson@canogaparkcal.com);  
[mrcesarddiaz@gmail.com](mailto:mrcesarddiaz@gmail.com); [newcityamerica@aol.com](mailto:newcityamerica@aol.com); [nicole@hollywoodchamber.net](mailto:nicole@hollywoodchamber.net);  
[norma@lani.org](mailto:norma@lani.org); [paul.racs@lacity.org](mailto:paul.racs@lacity.org); [rbeard@centralcityeast.org](mailto:rbeard@centralcityeast.org); [rebecca@h-rpr.com](mailto:rebecca@h-rpr.com);  
[rehabitat@verizon.net](mailto:rehabitat@verizon.net); [rena@pumaworldhq.com](mailto:rena@pumaworldhq.com); [rick.scott@lacity.org](mailto:rick.scott@lacity.org); [ron.lorenzen@lacity.org](mailto:ron.lorenzen@lacity.org);  
[rosemary.hinkson@lacity.org](mailto:rosemary.hinkson@lacity.org); [s.spolen@gmail.com](mailto:s.spolen@gmail.com); [salya.cun@lacity.org](mailto:salya.cun@lacity.org); [sarah@hollywoodbid.org](mailto:sarah@hollywoodbid.org);  
[sbilger@centurycitybid.com](mailto:sbilger@centurycitybid.com); [scia@mptp.com](mailto:scia@mptp.com); [sholley@downtownla.com](mailto:sholley@downtownla.com);  
[srobbins@sanpedrobid.com](mailto:srobbins@sanpedrobid.com); [steve@urbanplaceconsulting.com](mailto:steve@urbanplaceconsulting.com); [Stoffr@changelives.org](mailto:Stoffr@changelives.org);  
[susan@labids.org](mailto:susan@labids.org); [tara@devine-strategies.com](mailto:tara@devine-strategies.com); [timbyk@yahoo.com](mailto:timbyk@yahoo.com); [tom@metropolitanholding.com](mailto:tom@metropolitanholding.com)

**Subject:** April 10 Consortium Meeting

Hi Everyone -

Our next meeting will be hosted by DCBID - located at 626 Wilshire Blvd., Ste. 200, Los Angeles, between Hope and Grand on Wilshire. Subterranean parking entrance is off of Hope St., south of Wilshire. Once you proceed down one ramp to Level A, the attendants will direct you where to park. Parking for two hours is \$5 with validation from their office.

Also, at our last meeting we decided to focus the April meeting on information sharing. Please send me any **topics by March 28<sup>th</sup>** that you would like to gain info on - for example, marketing, insurance, etc. I'll then recirculate the topics, and if any BID has info to share, perhaps they can come prepared to discuss. For example, South Park BID just launched a FREE mobile app that is downloadable on all platforms. Amanda would be happy to share more about that if anyone was interested.

Finally, a friendly reminder to use the new template for Quarterly Reports, which can be found on the Exo Board à City Info & Docs.

Thanks!

Jessica Lall  
Executive Director





RE: April 10 Consortitum Meeting - Follow Up Invi...

South Park Business Improvement District  
1333 South Hope St, Los Angeles, CA 90015  
[jessica@southpark.la](mailto:jessica@southpark.la) | o. 213 663 1112 | c. 213 820 0837  
[www.southpark.la](http://www.southpark.la) | fb.com/southparklosangeles | @southparkla  
24/7 DISPATCH: 866-560-9346